



the dog with 30 million owners

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GIVEN! BOYS! GIRLS! LADIES! MEN!

JUDY and JIM DEFY SAVAGE GORILLA!

WE GIVE YOU CASH OR PREMIUMS!



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WE TRUST YOU

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LOOK! LIVE PONY!

Yes, a real live pony for your very own Wrist Watch. Clocks - Mail coupon for SALVE and pictures to get started now! Flashlights

WHITE CLOVERINE BRAND SALVE

GUARANTEED BY Good Housekeeping

SOLE BY AGENTS and PRUG STORES EVERYWHERE

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BIG CATALOG!

ACT NOW!

WE TRUST YOU

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OUR 60 YEAR

MAIL NOW!

Wilson Chemical Co., Dept. 99, Tyrone, Pa. Date.....

Gentlemen: Please send me on trial 14 colorful art pictures with 14 boxes of White CLOVERINE Brand SALVE to sell at 35c a box (with picture). I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start.

NAME..... AGE.....

ST..... R. D..... BOX.....

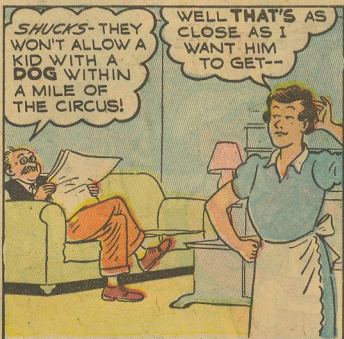
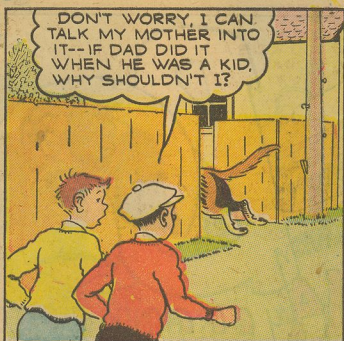
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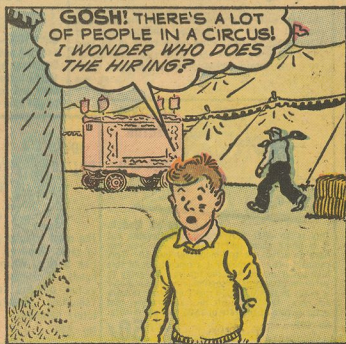
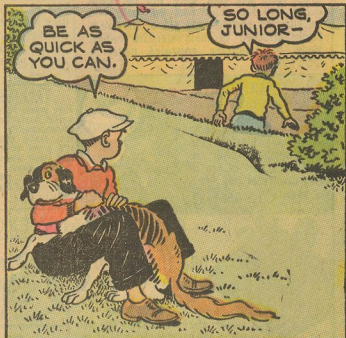
PRINT LAST NAME HERE.....

Paste coupon on postal card or mail in envelope today

Wilson Chem. Co. Dept. 99, Tyrone, Pa. **WE ARE RELIABLE!**







MYSTERY! MAGIC! SCIENCE! FUN!

To Amuse and Amaze Your Friends



A necessary tool for the amateur magician and a good joke too. Plastic, 14 inches long with white tips and a black center. 5 exciting tricks—Rises, jumps, produces silk, etc. No. 240. **1.50**



Boomerang

Here's something new in target throwing. In case you miss, it comes right back to you, and bingo! you're all set to "fire" again. More fun than a "barrel of monkeys". No. 141. **50¢**

THROW YOUR VOICE



Ventro & Book

Your chance to be a ventriloquist. Throw your voice into trunks, behind doors, and everywhere. Instrument fits in your mouth and out of sight. You'll fool the teacher, your friends, and your family and have fun doing it. Free book on "How to Become a Ventriloquist!" No. 137. **25¢**



RADIO MIKE

Talk, Sing, Play thru your radio. Sing, laugh, talk, crack jokes from an other room and your voice will be reproduced thru the radio! Fool everybody into thinking it's coming right out of the radio. Easily attached to most standard radios. Made of handsome enameled metal. 4 inches high. No. 112. **1.98**

Your chance to have eyes in back of your head. See behind or alongside and no one knows you are watching. Fun everywhere you go. No. 146. **35¢**

LOOK-BACK SCOPE



TRICK BASEBALL

It bounces cockeyed, it curves, it dips, it's impossible to catch. It's sure to set all the kids on the block spinning after it. There's a barrel of fun in every bounce of this amazing baseball. No. 158. **50¢**



TALKING TEETH

They move! They talk! They're weird! Guaranteed to shut the blabbermouths up for good. It'll really embarrass them. It's a set of big false teeth that when wound up, start to chatter away, like crazy. A great comic effect for false teeth on cold nights. No. 513. **1.25**



WHOOPEE CUSHION

Place it on a chair under a cushion, then watch the fun when someone sits down! It gives forth embarrassing noises. Made of rubber, and inflatable. A scream at parties and gatherings. No. 247. **50¢**



POWERFUL MAYN EXCLUSIVE ITEMS AVAILABLE

COMPACT ONE TUBE RADIO
Pocket Size... Brings in stations up to 1000 miles away

Modern electronics makes this wonderful set possible. So small it will fit in a pocket. Everything is supplied for you. Easy to assemble in a few minutes with just a screw driver. No soldering required. Really powerful too. Announcements of stations up to 1000 miles away come in so loud and clear you'd think they were right near home. Learn many useful and important things about radio. No. 205. **3.98**

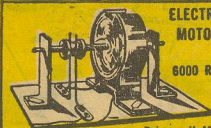


BLACK EYE JOKE

Show them the "naughty" pictures inside. They'll twist it and turn it to see, but all they do is blacken their eyes. No. 216. **25¢**

Costume Set Designed for Every Boy

Style 160 — For you he-men, we've got the newest, most exciting and tremendous play suit of its time. A complete Superman outfit in fine durable washable rayon gabardine. Outfit includes red cape with screened Superman figure, navy and red suit with gilt figure "S", and belt. Be first to get this wonderful outfit. Sizes 4-14. **6.98**



ELECTRIC MOTOR

6000 RPM

—Drives all Models
This is an offer that sounds unbelievable but it is being made just the same. Yes, you can have an actual electric motor for just 50¢. This compact little kit makes it a cinch to build this high-power motor. And the fun you are going to get from using it. It's so simple, and your motor is ready to turn out 6000 rpm's of power to work for you. The coils of this remarkable tool actually turn at the rate of 1500 feet per minute. No. 052. **50¢**



JOY BUZZER

The most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation." Absolutely harmless. No. 239. **50¢**

10 DAY TRIAL FREE

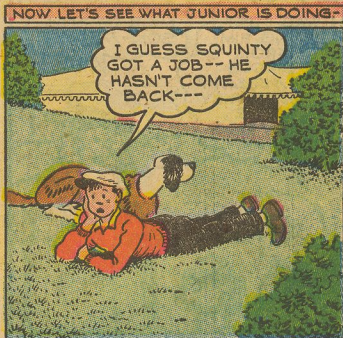
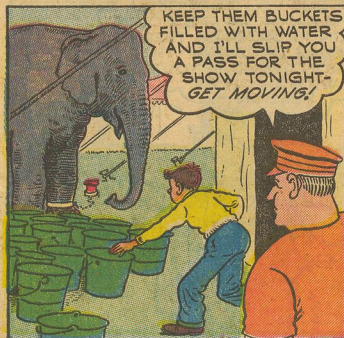
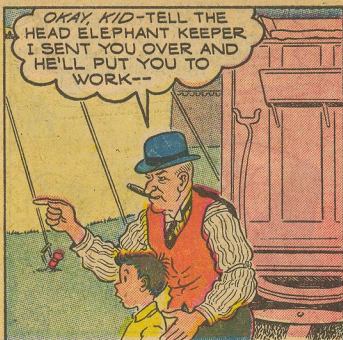
HONOR HOUSE PRODUCTS CORP., Lynbrook, N. Y. Dept. 43
Cannot ship orders totalling less than \$1.00. Rush me the items listed below. If I am not satisfied I may return any part of my purchase after 10 days from trial for full refund of the purchase price.

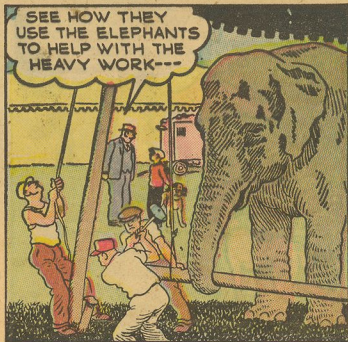
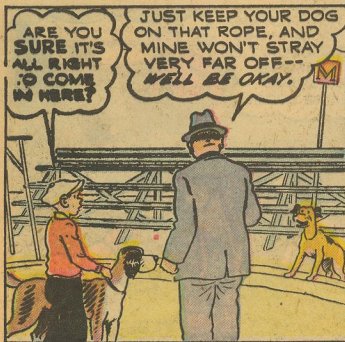
ITEM # NAME OF ITEM HOW MANY TOTAL PRICE

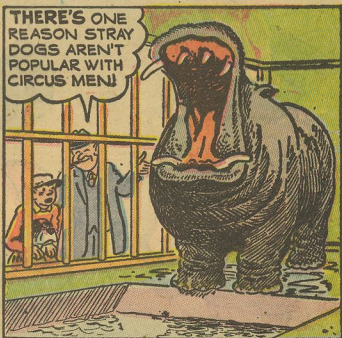
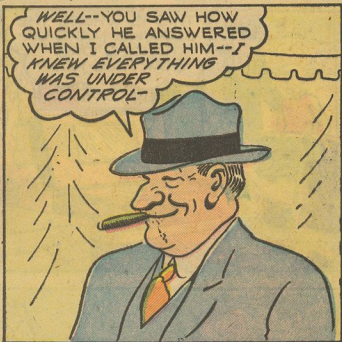
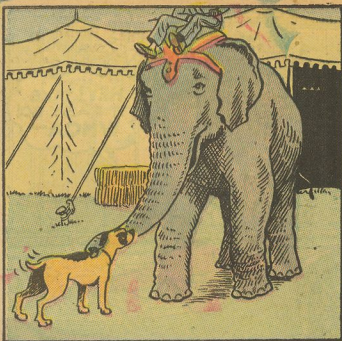
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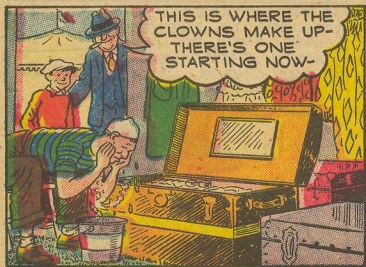
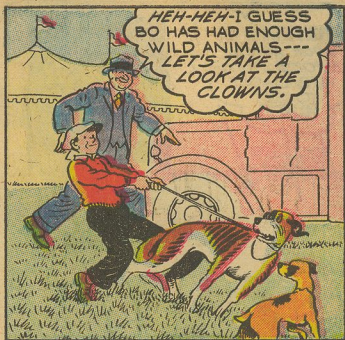
☐ I enclose \$_____ in full payment. The Honor House Products Corp. will pay postage.
☐ Send C.O.D. I will pay postman on delivery plus a few cents postage.

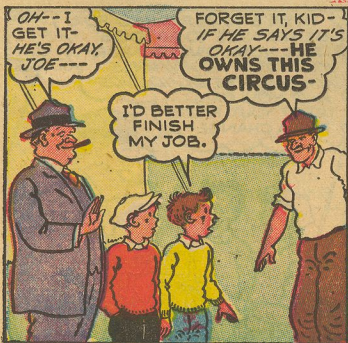
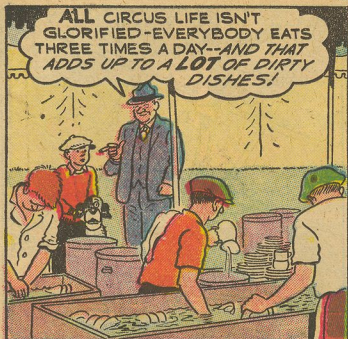
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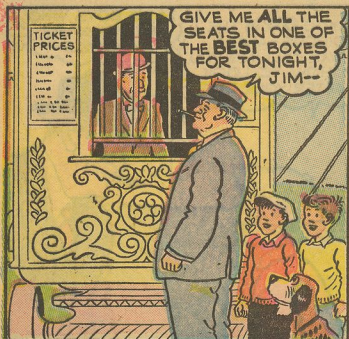
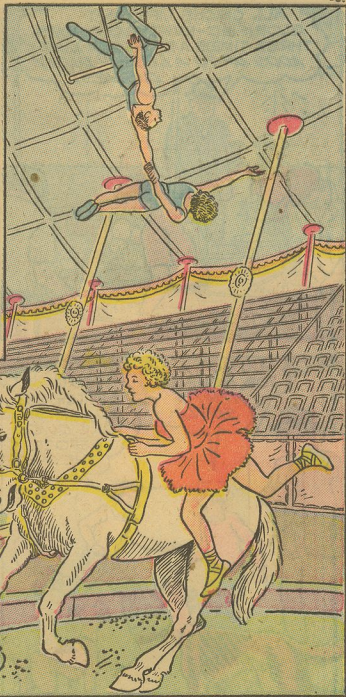


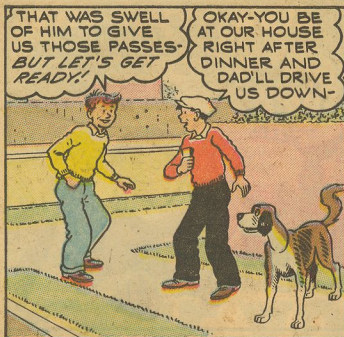












HOODNIK

The Mighty Hunter

FRANK ROBERGE



AN ESKIMO BOY DOES NOT BECOME A MAN, UNTIL HE CAPTURES A POLAR BEAR, OR A WALRUS, SINGLE HANDED!



IN MY FAMILY, ALL YOU HAVE TO DO IS HAVE WHISKERS, TO BE A MAN...



WELL, THE MAN WHO WROTE THIS BOOK OUGHTA KNOW HE STUDIED ESKIMOS! DID YOUR FAMILY STUDY ESKIMOS?!

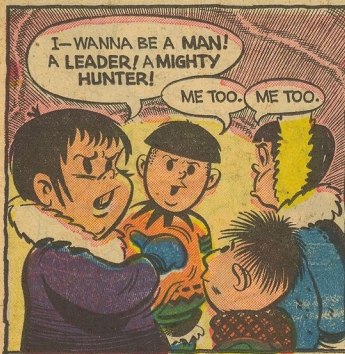
THEN, SHUT UP AND LISTEN!

NO.



I—WANNA BE A MAN! A LEADER! A MIGHTY HUNTER!

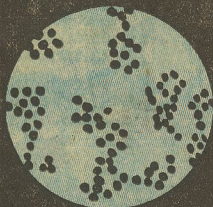
ME TOO. ME TOO.



I'M GONNA GET ME A BEAR... CARE TO JOIN ME? MEN!



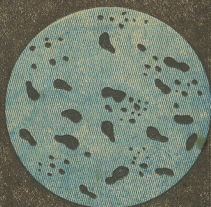
KILL THESE HAIR-DESTROYING GERMS



Staphylococcus albus



Corynebacterium acnes



Pityrosporum ovale

SAVE YOUR HAIR

Beware of your itchy scalp, hair loss, dandruff, head scales, unpleasant head odors! Nature may be warning you of approaching baldness. Heed Nature's warning! Treat your scalp to scientifically prepared Ward's Formula.

Millions of trouble-breeding bacteria, living on your sick scalp (see above) are killed on contact. Ward's Formula kills not one, but *all 3* types of these destructive scalp germs now recognized by many medical authorities as a significant cause of baldness. Kill these germs—don't risk letting them kill your hair growth.

ENJOY THESE 5 BENEFITS IMMEDIATELY

1. Kills germs that retard normal hair growth—*on contact*
2. Removes ugly infectious dandruff—*fast*
3. Brings hair-nourishing blood to scalp—*quickly*
4. Stops annoying scalp itch and burn—*instantly*
5. Starts wonderful self-massaging action—*within 3 seconds*

Once you're bald, that's *it*, friends! There's nothing you can do. Your hair is gone forever. So are your chances of getting it back. But Ward's Formula, used as directed, keeps your sick scalp free of itchy dandruff, seborrhea, and stops the hair loss they cause. Almost at once your hair looks thicker, more attractive and alive.

We don't ask you to believe *us*. Thousands of men and women—first skeptical just as you are—have *proved* what we say. Here's our GUARANTEE. Try Ward's Formula in your own home for only 10 days. You must enjoy *all* the benefits we claim—or we return not only the price you pay—but **DOUBLE YOUR MONEY BACK** on return of unused portion. You are the judge. Send no money. Pay postman only \$2 plus a few cents postage, or save postage by sending \$2 with order. **ACT NOW TO SAVE YOUR HAIR. SEND COUPON TODAY!**

WARD LABORATORIES, Dept. 6607-B

19 West 44th St. New York 36, N. Y.

☐ I enclose \$2.00, send prepaid

☐ Send C.O.D., I will pay \$2.00 plus postage

Name _____

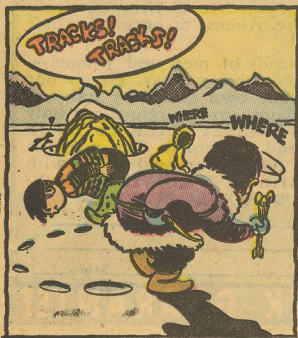
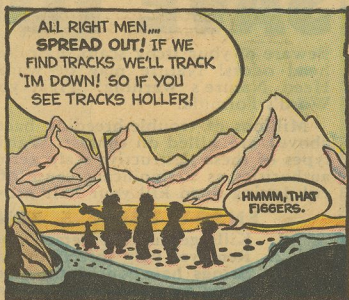
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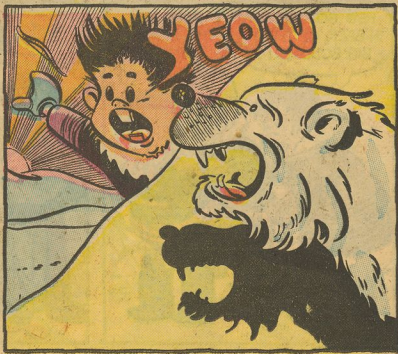
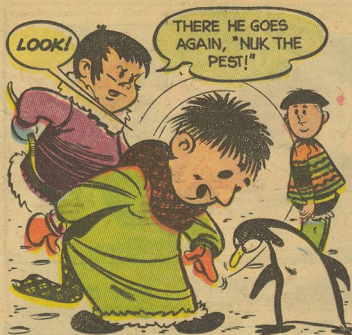
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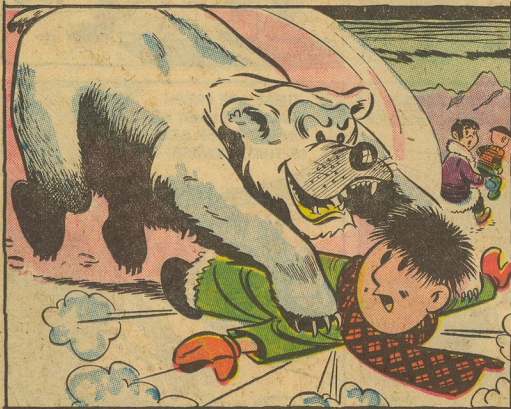
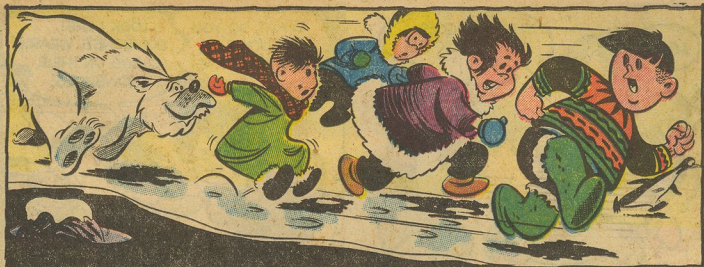
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State _____

DOUBLE MONEY BACK GUARANTEE





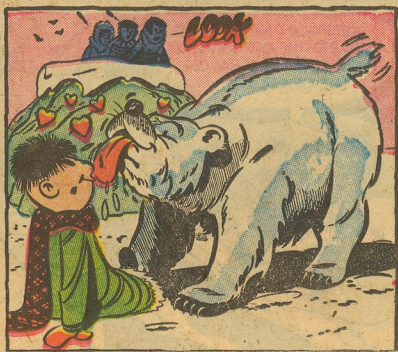


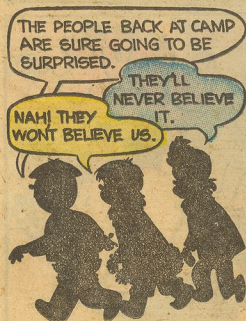
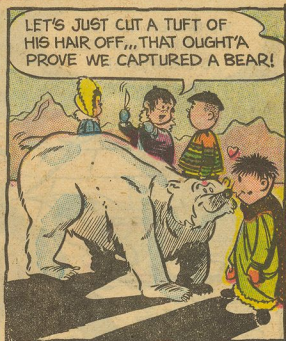
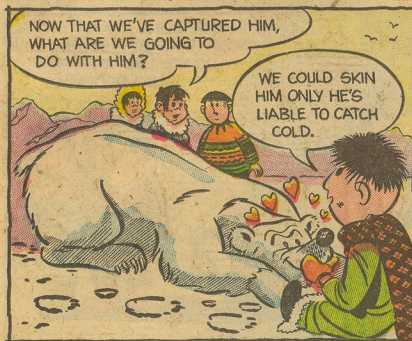
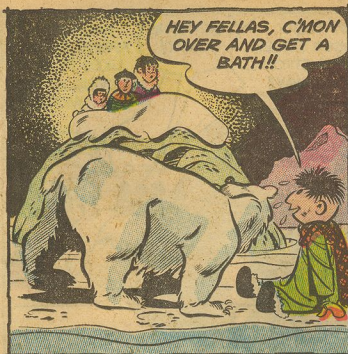
HOLD IT BOYS!
THE BEAR CAUGHT
NUK!

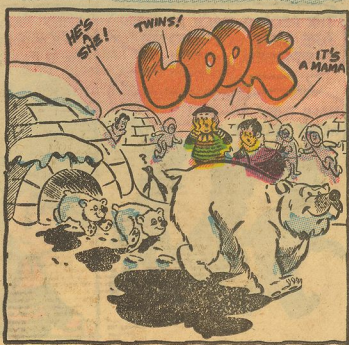
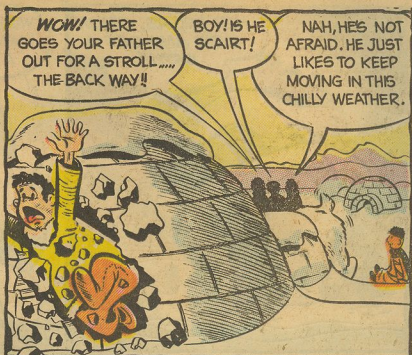
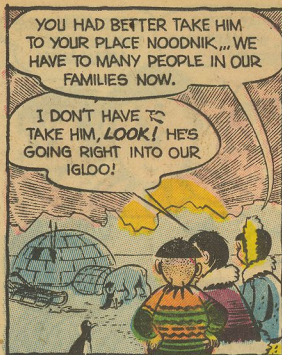


HE'S GOT HIM DOWN
IN BACK OF THAT
BIG BOULDER!

POOR NUK,
THE BEAR'LL
EAT HIM!!









How 'BLACK BEAUTY' TURNS AN ALSO-RAN into VIDEO VIC!



FREE

WITH EVERY COURSE
NEW 5-CABLE

BLACK BEAUTY

PROGRESSIVE EXERCISER
HEAVY DUTY



YOUR MONEY BACK IF NOT SATISFIED



SENT WITH EVERY COURSE
FREE

LOOK AT WHAT YOU GET!

This big action-packed 'Power-Plus' CABLE COURSE is literally packed with dynamite... every word batted out for you by Joe Bonomo himself. Many of today's strongmen paid \$25.00 for these same instructions as a personalized mail order course. You get it now for only \$4.95... including Joe Bonomo's famous 'Black Beauty' Progressive 5-Cable Exerciser as a FREE gift to you. Don't wait! Act RIGHT AWAY!



WIN FRIENDS

GAIN POPULARITY • BE A SUCCESS



DISCOVER YOUR MUSCLES



CONTAINS OVER 300 ILLUSTRATIONS

JOE BONOMO SHOWS YOU HOW!

Why grope in the dark wishing? Why let other guys run off with your best girl... take away that promotion from you... take away that position on the team? Now, in the amazing new 'Black-Beauty' 5-Cable Progressive Exerciser and Joe Bonomo's personal instruction 'Power-Plus' method you, too, can become an all-around winner!

SCIENTIFIC! AND HOW!

Wait 'til you see what fast progress you make to real power with 'Black Beauty' and Joe Bonomo. They're with you 'til you're 'TOPS' in the field.

Bernard Macfadden says:

"As an instructor in muscle building, you should stand at the head of the list. Many of your pupils already attest to your ability in building better bodies. I can recommend you most highly. Here's wishing you all possible success!"

Jack Dempsey says:

"I consider your 'Power-Plus' Course tons for all-around physical development... power, strength... endurance. The secrets are short cuts you reveal with your system of body development... no mistakings and I cannot endorse your course too highly."



JOE BONOMO

World's Strongest, Hardest at the Bar, International Athletic & Strength

COMPLETE 'POWER-PLUS' CABLE COURSE

\$4.95

including 'BLACK BEAUTY'

5 CABLE EXERCISER FREE!

(Worth \$3.95 alone)

CUT OUT THE DREAMING!

Strongmen think fast... act fast! Now that you've made up your mind... do something about it quickly! Get going! Send your order in right away!

ACT NOW FOR FREE OFFER

STRONGMEN'S CLUB OF AMERICA
Joe Bonomo, Director
1241 Broadway, Dept. C78
New York 23, New York

MAIL THIS "NO-RISK" FORM NOW

Okay, Joe! Rush me your 'Power-Plus' Cable Course including FREE of any additional charge, your new 'Black Beauty' Cable Progressive Exerciser. I'll try the 'Power-Plus' Bonomo method for 2 weeks. If I am not 100% satisfied I can return it for an immediate refund.

☐ I enclose \$4.95 in ☐ check, ☐ money order, ☐ cash. Send C.O.D. for \$4.95 plus shipping charge.

Name

Address

City State Zip

PLEASE PRINT PLAINLY
Foreign (Except Canada) Add \$1.00 Additional

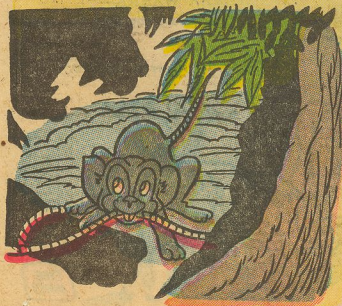
NOODNIK'S FABLES



The Lion and the Mouse

ONCE when a Lion was asleep a little Mouse began running up and down upon him; this soon awakened the Lion, who placed his huge paw upon him, and opened his big jaws to swallow him. "Pardon, O King," cried the little Mouse; "forgive me this time, I shall never forget it: who knows but what I may be able to do you a turn some of these days?" The Lion was so tickled at the idea of the Mouse being able to help him, that he lifted up his paw and let him go. Some time after the Lion was caught in a trap, and the hunters, who desired to carry him alive to the King, tied him to a tree while they went in search of a wagon to carry him on. Just then the little Mouse happened to pass by, and seeing the sad plight in which the Lion was, went up to him and soon gnawed away the ropes that bound the King of the Beasts. "Was I not right?" said the little Mouse.

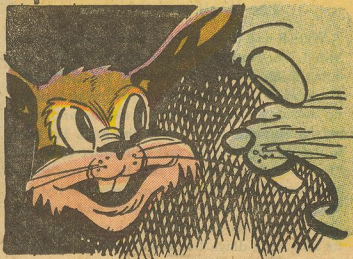
Little friends may prove great friends.



The Hares and the Frogs

THE Hares were so persecuted by the other beasts, they did not know where to go. As soon as they saw a single animal approach them, off they used to run. One day they saw a troop of wild Horses stampeding about, and in quite a panic all the Hares scuttled off to a lake hard by, determined to drown themselves rather than live in such a continual state of fear. But just as they got near the bank of the lake, a troop of Frogs, frightened in their turn by the approach of the Hares, scuttled off, and jumped into the water. "Truly," said one of the Hares, "things are not so bad as they seem:

"There is always someone worse off than yourself."

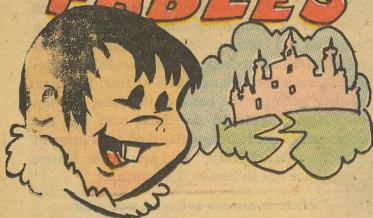


The Ass and the Lapdog

A FARMER one day came to the stables to see to his beasts of burden: among them was his favorite Ass, that was always well fed and often carried his master. With the Farmer came his Lapdog, who danced about and licked his hand and frisked about as happy as could be. The Farmer felt in his pocket, gave the Lapdog some dainty food, and sat down while he gave his orders to his servants. The Lapdog jumped into his master's lap, and lay there blinking while the Farmer stroked his ears. The Ass, seeing this, broke loose from his halter and commenced prancing about in imitation of the Lapdog. The Farmer could not hold his sides with laughter, so the Ass went up to him, and putting his feet upon the Farmer's shoulder attempted to climb into his lap. The Farmer's servants rushed up with sticks and pitchforks and soon taught the Ass that

Clumsy jesting is no joke.

NOODNIK'S FABLES



The Wolf and the Crane

A WOLF had been gorging on an animal he had killed, when suddenly a small bone in the meat stuck in his throat and he could not swallow it. He soon felt terrible pain in his throat, and ran up and down groaning and groaning and seeking for something to relieve the pain. He tried to induce everyone he met to remove the bone. "I would give anything," said he, "if you would take it out." At last the Crane agreed to try, and told the Wolf to lie on his side and open his jaws as wide as he could. Then the Crane put its long neck down the Wolf's throat, and with its beak loosened the bone, till at last it got it out.

"Will you kindly give me the reward you promised?" said the Crane.

The Wolf grinned and showed his teeth and said: "Be content. You have put your head inside a Wolf's mouth and taken it out again in safety; that ought to be reward enough for you."

Gratitude and greed go not together.



The Wolf and the Lamb

ONCE upon a time a Wolf was lapping at a spring on a hillside, when, looking up, what should he see but a Lamb just beginning to drink a little lower down. "There's my supper," thought he, "if only I can find some excuse to seize it." Then he called out to the Lamb, "How dare you muddle the water from which I am drinking?"

"Nay, master, nay," said Lambikin; "if the water be muddy up there, I cannot be the cause of it, for it runs down from you to me."

"Well, then," said the Wolf, "why did you call me bad names this time last year?"

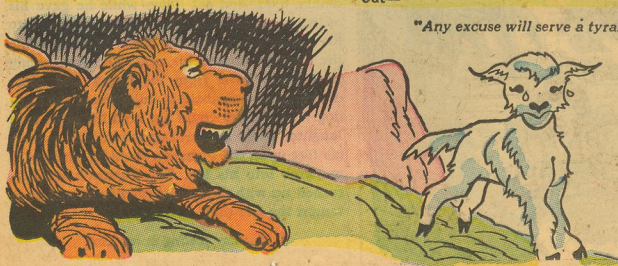
"That cannot be," said the Lamb; "I was only six months old."

"I don't care," snarled the Wolf; "if it was not you, it was your father," and with that he rushed upon the poor little Lamb and—

**WARRA WARRA WARRA
WARRA WARRA—**

ate her all up. But before she died she gasped out—

"Any excuse will serve a tyrant."



**THE
END**

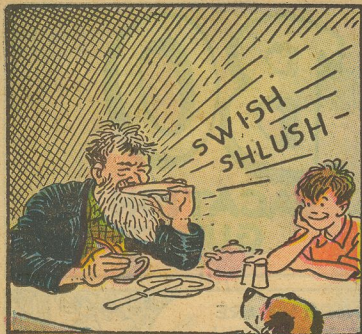
BO

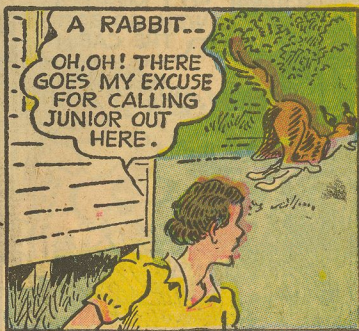


BO

IN "VACATION
GUEST"





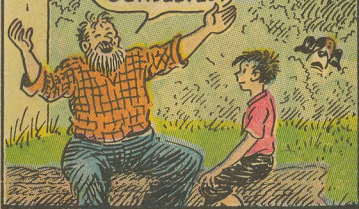




HE'S PROBABLY GONE
BACK TO HIS SHACK AND
JUNIOR IS SAFE FROM
HIS YARNS... OH... OH...
I HEAR HIM NOW...
HE'S TALKING TO
HIMSELF...



AND THERE WAS
ME AND CAP ASHLEY
WITH A WHOLE ISLAND
FILLED WITH HULA
DANCERS... ALL TO
OURSELVES.



WELL, NOW THAT WE'VE
FOUND YOUR LOST OARS,
I GUESS WED BEST
HOIST SAIL FOR
HOME.

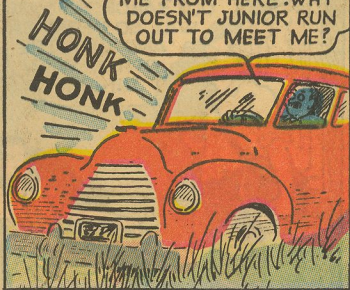
NOT YET, SKIPPER.
TELL ME MORE ABOUT
THOSE CANNIBALS ON
THE SOUTH SEA
ISLANDS...

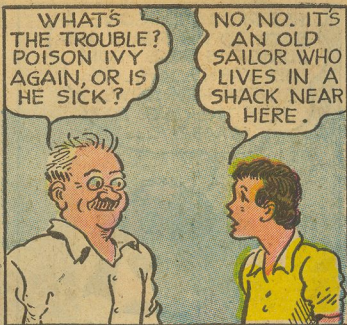


I WISH JUNIOR WOULD
GET BACK WITH THOSE
OARS, AND GET RID
OF THAT OLD
SKIPPER.



THE FOLKS CAN HEAR
ME FROM HERE. WHY
DOESN'T JUNIOR RUN
OUT TO MEET ME?





REVERSIBLE AUTO SEAT COVERS

MADE OF FLEXTON — SERVICE GAUGE PLASTIC
FOR LONG WEAR

* Waterproof. Easy to attach to seats for good fit. Roomy and neat. Elastic shirring and reinforced overlap side grips insure over-all seat coverage. Will dress up your car's interior and give protection to seat upholstery. Whisk off mud, oil, sand, grime with a damp rag for bright as new appearance. Sewn with nylon thread for long wear and durability.

ORDER FROM MANUFACTURER AND SAVE!

Choice of split or front seat styles only \$2.98 each. Complete set for Front & Rear only \$5.00. Specify make of car and seat style with each order. Save Money and buy a set today.

5 day Money Back Guarantee!

MARDO SALES CORP., Dept. BS-970
480 Lexington Ave., New York 17, N. Y.

Please send me seat covers I have marked. I can try for 10 days and return for refund of purchase price if I am not satisfied.

- ☐ Zebra-Snake Design, Reversible
☐ Leopard Cowhide Design, Reversible
☐ Split Seat \$2.98 ☐ Solid Seat \$2.98
☐ Set (Front & Rear) \$5.00
☐ I enclose payment ☐ Send C.O.D.

Name _____

Address _____

City _____ Zone _____ State _____

RUSH

ORDER TODAY!



STYLE -400

Snake-Zebra Design—Printed Plastic can be used on either side. Gives snappy distinctive dress up appearance. Front or Rear Seat only

\$2.98

STYLE -500

Leopard Cowhide design on Printed Flexton Plastic. Leopard on one side, Cowhide on the other. Either side gives beauty to your car's seats. Never gets dirty for it cleans with a whisk of a damp cloth. Front or Rear.

\$2.98



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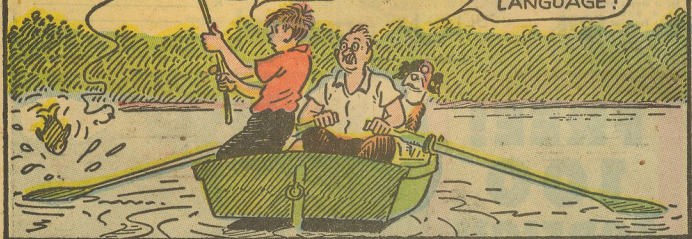
RUSH TODAY! LIMITED OFFER!

AVAST, LANDLUBBER... LAY ON
THOSE OARS IF YOU DON'T WANT TO
BE BASHED WITH A BELAYIN' PIN.
BLAST THE BARNACLES OFF GET
THESE SCUPPERS AWASH!



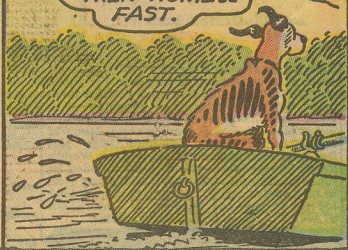
SHIVER MY TIMBERS,
THE BLASTED BLOKE
HAS SLIPPED ITS
MOORINGS.

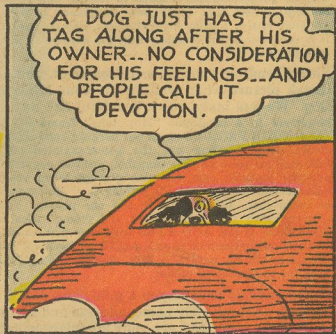
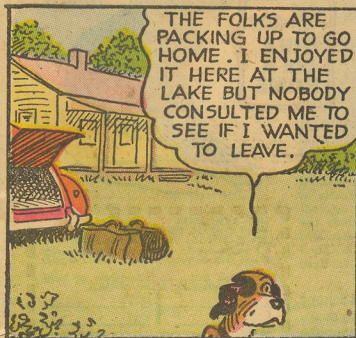
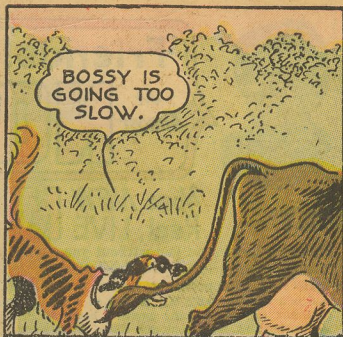
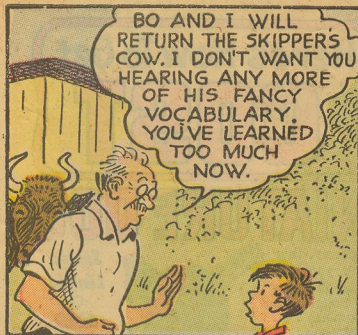
HEY, JUNIOR,
WHERE DID YOU
LEARN SUCH
LANGUAGE?



THAT'S THE WAY
THE OLD SKIPPER
TALKS... AND I
WANT TO BE AN
ADVENTURER
LIKE HE IS.

WHERE ARE WE
GOING? BACK TO
THE CABIN... AND
THEN HOME...
FAST.







Mrs. Ruth Long

Friends! Here's How To Get At Almost **NO COST**

Your NEW Real, LIVE **MINIATURE DOG**

I'll be happy to send you without you paying a penny, this lovable, young, miniature DOG that is so tiny you can carry it in your pocket or hold it in one hand, yet it barks and is a reliable watch dog as well as a pet. You can keep it in a shoe box and enjoy many amusing hours teaching it tricks . . . active, healthy, intelligent and clean. Simply hand out only 20 get-acquainted coupons to friends and relatives to help us get that many new customers as per our premium letter. I enjoy my own lively, tiny dog so much. It is such wonderful company that I'm sure you'll simply love one yourself.

Please send me your favorite snapshot, photo or Kodak picture when writing for your Miniature Dog. We will make you a beautiful 5x7 inch enlargement in a handsome "Movietone" frame SO YOU CAN TELL YOUR FRIENDS about our bargain hand-colored enlargements when handing out the get-acquainted coupons free. Just mail me your favorite snapshot, print or negative NOW and pay the postman only 19c plus postage when your treasured enlargement arrives and I'll include the "Movietone" frame at no extra cost. LIMIT of 2 to any one person. Your original returned with your enlargement and frame. Also include the COLOR OF HAIR AND EYES with each picture, so I can also give you our bargain offer on a second enlargement artfully hand colored in oils for natural beauty, sparkle and life, like we have done for thousands of others.

I'm so anxious to send you a miniature dog that I hope you will send me your name, address and favorite snapshot, right away and get your 20 enlargement coupons Mrs. Ruth Long, Gift Manager.



Supply
Limited
○
**SEND
TODAY!**

Please
**GIVE
ME A
HOME**

MRS. RUTH LONG
DEAN STUDIOS, DEPT. X-412
211 W. 7TH ST., DES MOINES 2, IOWA

I would like to receive the miniature dog
Please send me premium letter and 20 coupons

Enclosed find.....snapshots or negatives for enlarging. (Limit of two.)

Color.....	Color.....
Eyes.....	Eyes.....
Color.....	Color.....
Hair.....	Hair.....
Name.....	
Address.....	
City.....	State.....

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Any
Photo
Copied

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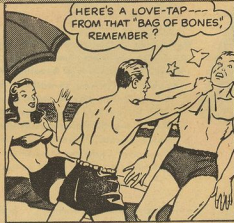
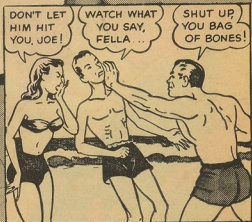
50 for only \$2

(Send No Money)

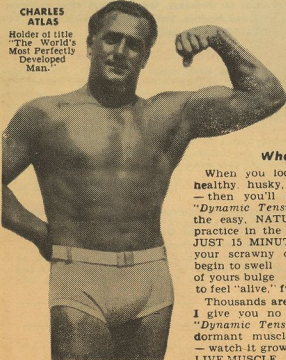
Just to get acquainted we will make you these NEW artistic, **BILLFOLD PHOTOGRAPHS** that are the rage for exchanging with school mates, as gifts and enclosures with greeting cards or in correspondence. **SEND NO MONEY**, just enclose your favorite snapshot or any size photo for 20 or 50 BILLFOLD (Wallet) SIZE PHOTOS (one pose) suitable for

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When you look in the mirror and see a healthy, husky, fellow smiling back at you - then you'll be astonished at how fast "Dynamic Tension" GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room - JUST 15 MINUTES EACH DAY Just watch your scrawny chest and shoulder muscles begin to swell those spindly arms and legs of yours bulge and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky - my way I give you no gadgets to fool with With "Dynamic Tension" you simply utilize the dormant muscle-power in your own body - watch it grow and multiply into real, solid LIVE MUSCLE

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(Please print or write plainly)
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City _____ State _____
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Please rush "Feature" 21-Card Christmas Assortment on approval, FREE Samples of Personal Christmas Cards and FREE full-color illustrated Catalog of money-making line.

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